THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Product Plan

Product ID <u>2014-05-23-09-50-07</u>

Product Stakeholders

Product manager(s)	Publishing services partner (PSP)
Fernando Camilo	Garin Granata
Other (specify)	

Product

Product name	Sponsoring department
2014-05-23-09-50-07 Social Media Campaigns	PTH

Annual Publishing Plan Information

This product is included in the approved annual publishing plan

☒ Yes ☐ No

If no, please explian how this product will be funded (e.g., new/expanded funding, and so on).

Executive Summary

Product Overview

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

The objective of this product is to encourage members to use social media to share their beliefs with and to uplift and inspire others. We hope to accomplish that by providing resources, such as videos, images, stories and other resources. All of the campaigns will support general conference themes and PEC initiatives. The audience for these campaigns is active members of the Church who are connected with the Church through one or many of the official social media channels. The secondary audience is non-members or members who are not connected with the Church through social media.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

Engagement with the content is the primary objective for this product. Engagement can be defined differently for each campaign. Some campaigns will have specific goals to encourage members to generate their own content. Others will focus on getting members to watch a video or read a message. Metrics for each campaign will be determined in advance, but generally speaking, each campaign will be tracked using Adobe Social, Facebook Insights and other metrics software available to the Church. The Publishing Services social media producer will identify and report on those metrics to the product manager.

Key Message

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.

These campaigns will be authentic and personal. We want people to feel empowered and encouraged to use social media to share their beliefs and testimonies with their friends and family.

List any related Church products that have a similar purpose.

Most of the Church's social media channels have a similar purpose.

Types of content and deliverables (check all that apply, and include a description)

☒ Doctrinal study (scripture, prophetic word, etc): <u>Resources to help families study the gospel</u>

☐ Support (training, information, etc.): _____

☒ Inspiration (simplified, bite-size doctrine): <u>Inspiring videos and images</u>

Key Milestones

List key product milestones, including approval dates, launch dates, and so on.

Each campaign will be listed as a separate project, with its own set of approval and launch dates. Major milestones for each campaign will often include video production, image creation, photography, etc.

Cost Estimates

Content development cost for the current year	Maintenance cost for the current year	Hard cost for future years
$ 100,000.00	$ 0.00 *38,000*	$ 0.00
Hard cost for the current year	Content development cost for future years	Maintenance cost for future years
$ 0.00	$ 100,000.00	$ 38,000.00

Estimated product cost for five years
$ 0.00

Product Plan—continued

Executive Summary

Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD	ePub	Exhibit	Kiosk	Manual	Mobile app
☐ Yes ☒ No	☐ Yes ☒ No	☐ Yes ☒ No	☐ Yes ☒ No	☐ Yes ☒ No	☐ Yes ☒ No
Presentation	Social media account	Video (animated or live)	Web app	Website	
☐ Yes ☒ No	☒ Yes ☐ No	☒ Yes ☐ No	☐ Yes ☒ No	☒ Yes ☐ No	

Other (specify)

Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

- ☐ Broadcast
- ☐ Deseret Book
- ☐ Distribution Center
- ☒ *Ensign, Friend,* or *New Era*
- ☐ FamilySearch.org
- ☐ General conference
- ☐ Gospel Library
- ☐ Kiosk, exhibit, or visitors' center
- ☒ LDS.org
- ☐ Learning Management System (LMS)
- ☒ *Liahona*
- ☐ Mobile
- ☐ Mormon.org
- ☒ Mormon Channel
- ☐ Newsroom
- ☐ Seminaries and Institutes of Religion website
- ☒ Social media
- ☐ Theater (small or large)
- ☐ Other: _____

Content and Message Plan

Translation

This product will be translated into multiple languages	Translation details
☐ No ☒ Yes (specify below): ☐ Introductory Phase ☐ Phase 1 ☐ Phase 2A ☐ Phase 2B ☒ Other languages (list): English, Spanish and Portuguese	☐ Dubbing ☐ World report dubbing ☐ Closed captions ☒ Subtitles

Audience

How many people do you expect to reach with this product?

Between 1-2 million people through several Church social media channels.

Audience demographics (check all that apply)

☒ General Church membership ☐ Nonmembers ☒ Inactive members ☐ Internal, operational use only ☐ Opinion leaders

Age demographics (if applicable)

☒ Adults (ages 30+) ☒ Young adults (ages 18–30) ☐ Primary children (ages 3–12) ☒ Youth (ages 12–18)

☒ Segment A ☒ Segment B ☒ Segment C ☒ Segment D ☒ Segment E

☐ Other (specify): _____

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

Not every individual campaign will target all audience segments. For example, some campaigns will be targeted at stronger members of the Church (A and B) and encourage them to reach out to audiences D and E. Other campaigns will be more focused on those members who are struggling in Church. We hope these campaigns will be focused on either encouraging A and B to strengthen others or to help C, D and E to change behaviors that will help them become stronger in the gospel.

Who will conduct any additional audience research?

If necessary, Priesthood's evaluation manager will be engaged in providing us with additional research, including focus groups, surveys, etc.

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

These campaigns are social-media initiated campaigns. Therefore, all awareness will primarily be done through social media. Depending on the goals of the campaign, stronger coordination will happen with website stakeholders to make sure that promotion happens in those channels as well. For example, a campaign video may be published on LDS.org to increase awareness of a specific campaign. The majority of the awareness efforts for each campaign, however, will happen within social media channels.

Product Plan—continued

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

We will measure the number of likes, shares and comments. We will also use listening tools to measure the level of the conversation about the campaigns. Whenever a hashtag is created for the campaigns, we will measure the number of times the hashtag was used. We will also use the comments users leave to measure the sentiment of each campaign.

Indicate how frequently these measurements will be reported and to whom they will be reported.

These measurements will be reported to Priesthood's EDM and PEC following each campaign.

Maintenance Plan

Describe the ongoing maintenance needs for the product.

Campaigns have a limited lifetime. Most campaigns only last a few days or weeks. Maintenance during the campaign will be done by the social media producer, in coordination with the product manager. Assets for each campaign will be placed in the Media Library or other Church websites after the end of each campaign. That decision will me made individually for each campaign.

Indicate how often this content will need to be revised or updated.

Depending on the campaign, content may need to be revised yearly to make sure it is still relevant for those channels. After each revision, the decision will be made whether to keep the contents on Church websites or to remove them.

Indicate how stakeholders will be notified of changes.

Stakeholders will be notified by the product manager whenever changes are made.

Describe the product's retirement plan.

As described previously, these campaigns only last a certain period of time. So as soon as a campaign ends, the product is considered to be in retirement. Publishing assets to Church websites does not mean the campaign is still running.

Help Plan

Describe how the audience will get help using your product

Description of what is expected of users will be included in the instructions for each campaign. For examples, if the campaign involves a photo challenge, the specifics of how to get involved will be included in the posts. Also, moderation of comments and messages on social media channels will continue to be done and when questions arise, they will be answered through those cahnnels.

Describe who will be primarily responsible for maintaining any help content

Content creators will be responsible for maintaining any help content and giving the moderation team instructions on how to respond to help questions.

Will this product be supported by the GSC?

☐ Yes ☒ No

Product Plan—continued

Flexibility Matrix   Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	☐	☒	☐
Scope (feature set)	☐	☐	☒
Schedule	☒	☐	☐

Sponsoring Department Approval

Signature of sponsoring department managing director

Date 6-3-2014

Correlation Approval

Signature of Director of Correlation Evaluation

Date

CSC Approval

CSC minute entry number

Date